



Docket No.: HOK-9022/CON
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Takuya Matsumoto et al.

Application No.: 10/718,660

Confirmation No.: 1610

Filed: November 24, 2003

Art Unit: 3622

For: SYSTEM AND METHOD OF ARRANGING
DELIVERY OF ADVERTISEMENTS OVER A
NETWORK SUCH AS THE INTERNET

Examiner: D. Champagne

REQUEST FOR PANEL REVIEW

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Request is in further response to the Office Action mailed on January 13, 2006.
Reexamination in light of the following remarks is respectfully requested.

Claims 25-39 are currently pending in this application, with claims 25, 36 and 37
being independent. *No new matter has been added.*

Paragraph 4 of the Office Action includes a rejection of claims 25-39 under 35
U.S.C. §103 as allegedly being obvious over U.S. Patent No. 5,848,396 to Gerace in view of
U.S. Patent No. 5,949,419 to Domine et al. (Domine).

This rejection is traversed at least for the following reasons.

Gerace - Gerace may arguably relate to a computer network method and apparatus
for providing targeting of appropriate audience based on psychographic or behavioral profiles of
end users. Gerace arguably teaches a software program 31 operated on and connected through a